

INVOICE



WXII
700 Coliseum Drive
Winston-Salem, NC 27106
Main: (336)721-9944
Billing: (410)338-6432

www.wxii12.com

Billing Address:

American Rambler
Attention: Accounts Payable
138 Conant Street
Beverly, MA 01915

Send Payment To:

WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
937931-1	08/12/12	August 2012	07/30/12 - 08/07/12

Station	Account Executive	Sales Office	Sales Region
WXII	Fran Berg	Eagle-Washingt	National

Advertiser	Product	Estimate Number
RNC/Romney/R/President	RNC-ROMNEY/P/R	

Flight Dates	Order #	Alt Order #
08/01/12 - 08/07/12	937931	07893792

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	RNCR	

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/01/12	08/03/12	M-F WXII 12 News @ 6 a	6-7am	--WTF--	:30	3	\$625.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 --WTF-- 3 \$625.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WXII W 08/01/12 5:59 AM M-F WXII 12 News @ 6 am 6-7am :30 2012MRFP065H \$625.00 NM									
3 WXII Th 08/02/12 6:13 AM M-F WXII 12 News @ 6 am 6-7am :30 2012MRFP064H \$625.00 NM									
2 WXII F 08/03/12 6:27 AM M-F WXII 12 News @ 6 am 6-7am :30 2012MRFP065H \$625.00 NM									
2	08/06/12	08/07/12	M-F WXII 12 News @ 6 a	6-7am	MT-----	:30	4	\$625.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 4 \$625.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
1 WXII M 08/06/12 6:37 AM M-F WXII 12 News @ 6 am 6-7am :30 2012MRFP065H \$625.00 NM									
4 WXII M 08/06/12 6:57 AM M-F WXII 12 News @ 6 am 6-7am :30 2012MRFP064H \$625.00 NM									
2 WXII Tu 08/07/12 6:20 AM M-F WXII 12 News @ 6 am 6-7am :30 2012MRFP073H \$625.00 NM									
3 WXII Tu 08/07/12 6:52 AM M-F WXII 12 News @ 6 am 6-7am :30 2012MRFP069H \$625.00 NM									
3	08/06/12	08/07/12	7a-9a Today Show	7a-9a	MT-----	:30	4	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 4 \$1,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
4 WXII M 08/06/12 7:26 AM 7a-9a Today Show 7a-9a :30 2012MRFP065H \$1,200.00 NM									
1 WXII M 08/06/12 8:29 AM 7a-9a Today Show 7a-9a :30 2012MRFP064H \$1,200.00 NM									
3 WXII Tu 08/07/12 7:30 AM 7a-9a Today Show 7a-9a :30 2012MRFP073H \$1,200.00 NM									
2 WXII Tu 08/07/12 7:56 AM 7a-9a Today Show 7a-9a :30 2012MRFP069H \$1,200.00 NM									
4	08/01/12	08/03/12	7a-9a Today Show	7a-9a	--WTF--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 --WTF-- 3 \$1,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u>									
3 WXII W 08/01/12 8:59 AM 7a-9a Today Show 7a-9a :30 2012MRFP064H \$1,200.00 NM									
2 WXII Th 08/02/12 8:44 AM 7a-9a Today Show 7a-9a :30 2012MRFP065H \$1,200.00 NM									
1 WXII F 08/03/12 8:43 AM 7a-9a Today Show 7a-9a :30 2012MRFP064H \$1,200.00 NM									
5	08/01/12	08/03/12	Live with Regis & Kelly	9-10AM	--WTF--	:30	3	\$250.00	NM

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Advertiser	Product	Estimate Number	
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www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	08/01/12	08/03/12	Live with Regis & Kelly	9-10AM	--WTF--	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 --WTF-- 3 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII W 08/01/12 9:37 AM Live with Regis & Kelly 9-10AM :30 2012MRFP065H \$250.00 NM 3 WXII Th 08/02/12 9:42 AM Live with Regis & Kelly 9-10AM :30 2012MRFP064H \$250.00 NM 1 WXII F 08/03/12 9:46 AM Live with Regis & Kelly 9-10AM :30 2012MRFP065H \$250.00 NM									
6	08/06/12	08/07/12	Live with Regis & Kelly	9-10AM	MT-----	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII M 08/06/12 9:20 AM Live with Regis & Kelly 9-10AM :30 2012MRFP065H \$250.00 NM 1 WXII Tu 08/07/12 9:16 AM Live with Regis & Kelly 9-10AM :30 2012MRFP073H \$250.00 NM									
7	08/06/12	08/07/12	Olympic Daytime M-F	Olympic Daytime M	MT-----	:30	2	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 2 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII M 08/06/12 2:20 PM Olympic Daytime M-F Olympic Daytime M :30 2012MRFP064H \$350.00 NM 1 WXII Tu 08/07/12 12:00 PM Olympic Daytime M-F Olympic Daytime M :30 2012MRFP069H \$350.00 NM									
8	08/01/12	08/03/12	Olympic Daytime M-F	Olympic Daytime M	--WTF--	:30	3	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 --WTF-- 3 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII W 08/01/12 11:41 AM Olympic Daytime M-F Olympic Daytime M :30 2012MRFP064H \$350.00 NM 2 WXII Th 08/02/12 10:17 AM Olympic Daytime M-F Olympic Daytime M :30 2012MRFP065H \$350.00 NM 3 WXII F 08/03/12 11:46 AM Olympic Daytime M-F Olympic Daytime M :30 2012MRFP064H \$350.00 NM									
9	08/01/12	08/03/12	M-F WXII 12 News @ 5 p5-6pm		--WTF--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 --WTF-- 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII W 08/01/12 5:38 PM M-F WXII 12 News @ 5 pm 5-6pm :30 2012MRFP065H \$600.00 NM 3 WXII Th 08/02/12 5:56 PM M-F WXII 12 News @ 5 pm 5-6pm :30 2012MRFP064H \$600.00 NM 2 WXII F 08/03/12 5:58 PM M-F WXII 12 News @ 5 pm 5-6pm :30 2012MRFP065H \$600.00 NM									
10	08/06/12	08/07/12	M-F WXII 12 News @ 5 p5-6pm		MT-----	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII M 08/06/12 5:41 PM M-F WXII 12 News @ 5 pm 5-6pm :30 2012MRFP065H \$600.00 NM 1 WXII Tu 08/07/12 5:26 PM M-F WXII 12 News @ 5 pm 5-6pm :30 2012MRFP073H \$600.00 NM									
11	08/06/12	08/07/12	M-F WXII 12 News @ 6 p6-630pm		MT-----	:30	4	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 4 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 WXII M 08/06/12 6:11 PM M-F WXII 12 News @ 6 pm 6-630pm :30 2012MRFP064H \$800.00 NM 1 WXII M 08/06/12 6:28 PM M-F WXII 12 News @ 6 pm 6-630pm :30 2012MRFP065H \$800.00 NM 2 WXII Tu 08/07/12 6:12 PM M-F WXII 12 News @ 6 pm 6-630pm :30 2012MRFP069H \$800.00 NM 3 WXII Tu 08/07/12 6:27 PM M-F WXII 12 News @ 6 pm 6-630pm :30 2012MRFP073H \$800.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser

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937931-1	08/12/12	August 2012	07/30/12 - 08/07/12
Advertiser	Product	Estimate Number	
RNC/Romney/R/President	RNC-ROMNEY/P/R		

www.wxii12.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	08/06/12	08/07/12	M-F WXII 12 News @ 6 p6-630pm		MT-----	:30	4	\$800.00	NM
12	08/01/12	08/03/12	M-F WXII 12 News @ 6 p6-630pm		--WTF--	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 --WTF-- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII W 08/01/12 6:19 PM M-F WXII 12 News @ 6 pm 6-630pm :30 2012MRFP064H \$800.00 NM 2 WXII Th 08/02/12 6:19 PM M-F WXII 12 News @ 6 pm 6-630pm :30 2012MRFP065H \$800.00 NM 3 WXII F 08/03/12 6:21 PM M-F WXII 12 News @ 6 pm 6-630pm :30 2012MRFP064H \$800.00 NM									
13	08/06/12	08/07/12	ET 7:00pm (Pre-Olym Zoi7-730P		MT-----	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/06/12 7:28 PM ET 7:00pm (Pre-Olym Zone) 7-730P :30 2012MRFP064H \$800.00 NM 2 WXII Tu 08/07/12 7:19 PM ET 7:00pm (Pre-Olym Zone) 7-730P :30 2012MRFP069H \$800.00 NM									
14	08/06/12	08/07/12	Olympic Zone	Olympic Zone	MT-----	:30	2	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 2 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII M 08/06/12 7:44 PM Olympic Zone Olympic Zone :30 2012MRFP065H \$800.00 NM 2 WXII Tu 08/07/12 7:52 PM Olympic Zone Olympic Zone :30 2012MRFP073H \$800.00 NM									
15	08/01/12	08/03/12	Mo-Sat/ Sun Prime OlymMo-Sat/ Sun Prime		--WTF--	:30	3	\$3,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 --WTF-- 3 \$3,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII W 08/01/12 11:41 PM Mo-Sat/ Sun Prime Olympics Mo-Sat/ Sun Prime :30 2012MRFP064H \$3,200.00 NM 1 WXII Th 08/02/12 10:29 PM Mo-Sat/ Sun Prime Olympics Mo-Sat/ Sun Prime :30 2012MRFP065H \$3,200.00 NM 3 WXII F 08/03/12 10:50 PM Mo-Sat/ Sun Prime Olympics Mo-Sat/ Sun Prime :30 2012MRFP065H \$3,200.00 NM									
16	08/06/12	08/07/12	Mo-Sat/ Sun Prime OlymMo-Sat/ Sun Prime		MT-----	:30	2	\$3,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 2 \$3,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII M 08/06/12 9:14 PM Mo-Sat/ Sun Prime Olympics Mo-Sat/ Sun Prime :30 2012MRFP064H \$3,200.00 NM 1 WXII Tu 08/07/12 9:41 PM Mo-Sat/ Sun Prime Olympics Mo-Sat/ Sun Prime :30 2012MRFP069H \$3,200.00 NM									
17	08/06/12	08/07/12	WXII M-S Late News	WXII M-S Late New	MT-----	:30	2	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 MT----- 2 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII M 08/06/12 12:22 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP065H \$600.00 NM 1 WXII Tu 08/07/12 12:22 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP073H \$600.00 NM									
18	08/01/12	08/03/12	WXII M-S Late News	WXII M-S Late New	--WTF--	:30	3	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/30/12 08/05/12 --WTF-- 3 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII W 08/01/12 12:18 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP065H \$600.00 NM 3 WXII Th 08/02/12 12:13 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP064H \$600.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
18	08/01/12	08/03/12	WXII M-S Late News	WXII M-S Late New	--WTF--	:30	3	\$600.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII F 08/03/12 12:32 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP064H \$600.00 NM									
19	08/04/12	08/04/12	OLYMPIC WEEKEND DA10A-5P		-----S-	:30	2	\$900.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 -----S- 2 \$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Sa 08/04/12 11:11 AM OLYMPIC WEEKEND DAYTIME 10A-5P :30 2012MRFP065H \$900.00 NM 2 WXII Sa 08/04/12 2:23 PM OLYMPIC WEEKEND DAYTIME 10A-5P :30 2012MRFP064H \$900.00 NM									
20	08/04/12	08/04/12	WXII M-S Late News	WXII M-S Late New	-----S-	:30	2	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 -----S- 2 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII Sa 08/04/12 12:13 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP065H \$600.00 NM 1 WXII Sa 08/04/12 12:32 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP064H \$600.00 NM									
21	08/05/12	08/05/12	OLYMPIC WEEKEND DA10A-5P		-----S	:30	6	\$900.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 -----S 6 \$900.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 08/05/12 12:53 PM OLYMPIC WEEKEND DAYTIME 10A-5P :30 2012MRFP065H \$900.00 NM 3 WXII Su 08/05/12 1:42 PM OLYMPIC WEEKEND DAYTIME 10A-5P :30 2012MRFP064H \$900.00 NM 6 WXII Su 08/05/12 2:31 PM OLYMPIC WEEKEND DAYTIME 10A-5P :30 2012MRFP065H \$900.00 NM 4 WXII Su 08/05/12 2:48 PM OLYMPIC WEEKEND DAYTIME 10A-5P :30 2012MRFP064H \$900.00 NM 2 WXII Su 08/05/12 4:34 PM OLYMPIC WEEKEND DAYTIME 10A-5P :30 2012MRFP065H \$900.00 NM 5 WXII Su 08/05/12 5:31 PM OLYMPIC WEEKEND DAYTIME 10A-5P :30 2012MRFP064H \$900.00 NM									
22	08/05/12	08/05/12	WXII M-S Late News	WXII M-S Late New	-----S	:30	2	\$600.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 -----S 2 \$600.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII Su 08/05/12 12:16 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP065H \$600.00 NM 2 WXII Su 08/05/12 12:36 AM WXII M-S Late News WXII M-S Late New :30 2012MRFP064H \$600.00 NM									
23	08/01/12	08/03/12	Olympic Zone	Olympic Zone	--WTF--	:30	3	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 --WTF-- 3 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WXII W 08/01/12 7:56 PM Olympic Zone Olympic Zone :30 2012MRFP065H \$800.00 NM 3 WXII Th 08/02/12 7:47 PM Olympic Zone Olympic Zone :30 2012MRFP064H \$800.00 NM 1 WXII F 08/03/12 7:50 PM Olympic Zone Olympic Zone :30 2012MRFP064H \$800.00 NM									
24	08/02/12	08/03/12	ET 7:00pm (Pre-Olym Zo17-730P		---TF--	:30	1	\$800.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 07/30/12 08/05/12 ---TF-- 1 \$800.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXII F 08/03/12 7:28 PM ET 7:00pm (Pre-Olym Zone) 7-730P :30 2012MRFP065H \$800.00 NM									

Total Spots 66

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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
RNC/Romney/R/President	RNC-ROMNEY/P/R		

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Payment Terms 30 Days

<u>Gross Total</u>	\$59,375.00
<u>Agency Commission</u>	\$8,906.25
<u>Net Amount Due</u>	\$50,468.75